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2013

## INFO 600-03 Information Technology Management

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*Xavier University*

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INFO 600-03 INFORMATION TECHNOLOGY MANAGEMENT  
COURSE SYLLABUS (Spring 2013)

CLASS LOCATION AND TIME: SMH G28 / Wednesday (6:00- 8:30pm)

INSTRUCTOR:

Name                      Dr. Adekunle Okunoye  
Email:                    okunoye@xavier.edu  
Office Location:        Room 207 Smith Hall  
Office Hours:           Monday !O:OOam-1:00pm  
                              Wednesday: !O:OOam- 1:00pm  
                              By appointment

Telephone:              513 745 3052 (office)

COURSE DESCRIPTION

In today's network and knowledge-based economy, the advances in information and communication technology continue to transform the competitive playing field. Information technology has fundamentally changed the costs of transactions, communications, production of goods and services and operational management. The new dimension of competition demands efficient use of organization's resources, effective management of organizational and business processes, adequate knowledge of customer's needs, and quick response to changes in business environment. It is thus imperative that managers have deep understanding of how to use information and technology to support and manage the organizational and business processes for competitive advantages.

This course examines the role of information technology in supporting organization strategy, application of information technology to support business processes and role of information technology in competitive advantage and organization performance. *The course took a managerial perspective on how to identify a strategic information technology, application of the technology for competitive advantage, integration of IT and business process, managing in distributed technology environments, managing a global information technology.* In addition to class discussion, presentations, individual and group projects, we will use several cases in which organizations applied information technology for competitive advantage.

The course explores information, operations and technology and how they influence business processes. The issues involved are closely linked with other courses in MBA program. Moreover, information technology is an integral part of business. Managing a successful IT organization require due understanding of organization behavior, leadership and management, societal, ethical and legal issues, relationship management, and strategic management. It is also unrealistic to discuss contemporary finance and accounting, economics, human resources management and other courses without considering the role of information technology.

MISSION

At Williams College of Business, *"we educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition"*. In this course, we provide students with the decision making capabilities that can influence the operation of their respective organizations and the society in general. Our discussion of the social, ethical and legal implications of each topic provides students with broader perspectives that transcend conventional business goals. The course will examine networked organization, mobile devices and organizational processes, and social impact of IT.

## COURSE OBJECTIVES

At the end course, the students should be able to:

- Design and implement an information technology strategy that will align with business strategy for competitive advantage.
- Understand various information systems required for quick-response operations and efficient business processes.
- Gain a broader understanding of current issues in information systems and technology in a globalized world.
- Learn the skills and strategies necessary to identify the risks associated with application of information technology and the general limitations of technology in organization and business processes.
- Understand the role of information systems in other functional business areas like finance, accounting, marketing manufacturing and management and organizational issues.

### Text and Course Materials

Author: Applegate Lynda, Austin, Robert and Soule Deborah  
Title: Corporate Information Strategy and Management  
Edition: 8<sup>h</sup> Edition  
Publisher: McGraw-Hill Irwin  
ISBN: 978-0-07-340293-1

### Blackboard

Blackboard class web site- <http://blackboard.xu.edu>

Updated information, announcement and other course materials shall be made available through Blackboard.

### Grading Criteria

!Attendance/participation..... 5%	Grade Distribution:			
!Examinations .....60%	Grade	Points	Grade	Points
Research Paper and	A	..... 95-100	C+	.....77-79
presentation.....20%	A-	..... 90-94	C	.....73-76
Chapter Summaries (10) .....5%	B+	..... 87-89	C-	.....70-72
Case Presentations (in Groups)....10%	B	..... 83-86	D	.....60-69
	B-	.....80-82	F	.....below60
Total.....100%				

Failure to complete any of the above categories will result in either a grade of incomplete (see university catalog for when this is appropriate) or a fail. A brief description of these assignments is given below; we will discuss them further during our first class meeting.

#### Attendance /Participation (5%)

More than one class session absence could result in a lowering of your overall grade. Attendance and participation in the class is very important since the majority of the learning will take place during the class with the class discussions. *You are expected to attend class and actively participate in class discussion by asking questions, giving feedback, and sharing your perspectives.* Your participation in class discussions will largely determine your participation grade.

#### Examination (60%)

There will be two examinations. Each exam carries equal weights (Check the schedule for the dates of the exams)

### Research Project Write-up and Presentation (20%)

Students will work in small teams throughout the course on a business research project. Teams will select an actual information system within a company to research. The project write-up should include detailed background of the company like its information strategy, strategic applications of information technology, mission-critical enterprise systems, IT infrastructure and management of IT resources and processes. *The project will describe the information systems purpose, inputs, outputs, and the various business processes that are affected.* The project should also specify (in as much detail as possible) who uses the information from the information system, how and for what purpose. Please include a discussion of the system's drawbacks (or areas for potential improvement) as well as its advantages. Based on the description of the information systems, your team is expected to make recommendations to the company on how to improve their IT strategy and information management to effectively achieve organizational goals.

Students will make oral presentations of their research projects in class; presentations should be 15 minutes in length followed by a question and answer period. All team members should contribute equally in the project but not everyone has to participate in the presentation. Submit a 8-15 page project write-up (submission deadlines to be discussed during the course) and provide each member of the class with a 1-2 page executive summary of your approach and findings. The project topic outline must be submitted to the professor for approval. This can be submitted verbally or in writing. Each research team is responsible for choosing a research project; projects related to work experience are strongly encouraged but *be sensitive to company data confidentiality.* *Peer evaluation sheets will be used in combination with instructor's observations to determine an individual's participation level and subsequent grading. It is important that all members of the team fully participate in the project.*

### Chapter Summary assignments (5%)

You are expected to write a one-page (single spaced) summary of each of the ten chapters of the text before class on the due date.

### Case Presentation (10%)

In a group of 2- 4 students, you will present one case in class. You are expected to prepare for about 30 minutes presentation/discussion and submit your presentation slides. The presentation should cover:

- Short overview including: Company background (name, date, key people)
- Overview of the case study (issues, decision dilemma, key challenges and opportunities) which also answers the following questions: what is the focal problem? When does the case take place? Where is the organization located? Who is the decision maker?
- Response to the case assignment questions posted on Blackboard.

### Plagiarism:

Research projects should represent the students' best effort in academic and business research and writing. Plagiarism is illegal and not tolerated so be careful to correctly cite and provide references for the sources you use. Plagiarism will cause the grade on any written assignment to be zero (0). Generally speaking, plagiarism should be considered the copying of more than three words in succession from the material being used, without placing the words in quotation marks. Since the written projects in this course include summarizing and discussing other peoples' materials, the assignments should include very few exact quotes.

## Info 600 -03 Spring 2013 Tentative Schedule

Wk	Date	Topic	Readings	Assignments
1	1/9	Course Introduction Understanding Business Models		
2	1/16	Understanding Business Models	Ch. 1 Case 1-1 IBM Case Case 1-2 Amazon Case	
3	1/23	IT Impact on Business Models (Intro.)		
4	1/30	IT Impact on Business Models	Ch. 2	Due: Summaries for Ch. 1 & 2 <b>Grp 1. Case 1-4 Boeing Case</b>
5	2/6	IT Impact on Organizations	Ch. 3	Due: Summary for <b>Ch. 3</b>
6	2/13	Making the Case for IT Preview of Midterm Exam	Ch. 4	Due: Summaries for <b>Ch. 4</b> <b>Grp 2. Case 1-5 Royal DSM N.V</b>
7	2/20	Midterm exam (scope: weeks 1 – 5)		Release: Group Project
8	2/27	Spring Break		
9	3/6	Understanding IT Infrastructure Assuring Reliable and Secure IT Services	Ch. 5 & 6 Case 2-1 Caregroup Case	Due: Summaries for Ch. 5 & 6 <b>Grp 3. Case 2-3 Ford Case</b>
10	3/13	Managing IT Service Delivery	Ch. 7 Case 2-5 Bharti Case	Due: Summaries for Ch. 7
11	3/20	Managing IT Project Delivery	Ch. 8	Due: Summaries for Ch. 8 <del><b>Grp 4. Case 3-3 AtekPC Case</b></del>
12	3/27	Project Management (Intro)		
13	4/3	Project Management	Case 2-6	
14	4/10	Governance of the IT Function	Ch. 9 Case 3-2	Due: Summaries for Ch. 9 <b>Grp 5. Case 2-6 Cisco Systems</b>
15	4/17	Group project presentation		Due: Group project presentation and paper
16	4/24	Leadership of the IT Function Preview of Final Exam	Ch. 10	Due: Summary for <b>Ch. 10</b> <b>Grp 6. Case 3-2 Volkswagen</b>
17	5/1	Final exam (scope: weeks 7 – 16)		

Group #	Case Assigned	Presentation Date
1	Case 1-4 Boeing Case	01/30/2013
2	Case 1-5 Royal DSM N.V	02/13/2013
3	Case 2-3 Ford Case	03/06/2013
4	Case 3-3 AtekPC Case	03/20/2013
5	Case 2-6 Cisco Systems	04/10/2013
6	Case 3-2 Volkswagen of America	04/24/2013